

## WHAT IS CLAIMED IS:

- 1 1. An order receiving apparatus that receives an order  
2 of commodity transaction from a commodity ordering apparatus  
3 through a network, comprising:  
4 a first storage means for storing commodity  
5 information that includes at least a commodity and a selling  
6 price of a commodity as an object of transaction;  
7 a second storage means for storing periods applied  
8 respectively to specific commodities, and for storing  
9 specific parameters concerning economic return, which are  
10 applied to said specific commodities when said periods  
11 include dates related to orders of said commodities  
12 respectively, relating said periods and said specific  
13 parameters to said commodities, respectively;  
14 a third storage means for storing a general-purpose  
15 parameter concerning economic return, which is applied to  
16 commodities other than said specific commodities and to said  
17 specific commodities for which said periods do not include  
18 dates related to orders of said specific commodities  
19 respectively; and  
20 a means for performing steps of:  
21 receiving a request for displaying information on  
22 commodities, from said commodity ordering apparatus;  
23 referring to the first storage means, to output said  
24 commodity information to said commodity ordering apparatus;

25 and

26 referring to the second and third storage means, to  
27 output information on said specific commodities, said  
28 periods applied to said commodities, and specific parameters,  
29 and information on said general-purpose parameter, to said  
30 commodity ordering apparatus.

1 2. The order receiving apparatus according to Claim 1,  
2 further comprising:

3 a point generating means that performs steps of:  
4 receiving an order request including information for  
5 specifying ordered commodities, from said commodity ordering  
6 apparatus;

7 judging if the ordered commodities specified are among  
8 the specific commodities stored in the second storage means,  
9 and if said ordered commodities are timely specific  
10 commodities in a sense that dates related to an order in  
11 question are included in said periods related to said specific  
12 commodities respectively;

13 calculating first points with respect to said timely  
14 specific commodities, said first points are decided based  
15 on specific parameters applied to said timely specific  
16 commodities, or based on specific parameters applied to said  
17 timely specific commodities and on selling prices of said  
18 timely specific commodities;

19 calculating second points with respect to commodities  
20 other than the timely specific commodities, based on the  
21 general-purpose parameter, or based on the general-purpose

22 parameter and selling prices of the commodities in question;  
23 and  
24 outputting total points of the first points and the  
25 second points, to said ordering apparatus.

1 3. The order receiving apparatus according to Claim 2,  
2 further comprising:

3 a means for receiving identification information on  
4 a user of said ordering apparatus; and

5 a fourth storage means for storing said total points,  
6 relating said total points to said identification  
7 information received.

1 4. The order receiving apparatus according to Claim 2,  
2 wherein:

3 said general-purpose parameter is a value defining  
4 a rate to a selling price of a commodity; and

5 said second points are decided by multiplying the  
6 selling prices of the commodities in question by said rate.

1 5. The order receiving apparatus according to Claim 2,  
2 wherein:

3 said specific parameter are values defining rates to  
4 the selling prices of said specific commodities,  
5 respectively; and

6 said first points are decided by multiplying the  
7 selling prices of the commodities in question by said rates,  
8 respectively.

1 6. The order receiving apparatus according to Claim 2,  
2 wherein:

3 said specific parameters decides the number of said  
4 first points.

1 7. An order receiving method, in which an order of  
2 commodity transaction is received from a commodity ordering  
3 apparatus connected through a network, comprising steps of:  
4 storing commodity information that includes at least  
5 a name and a selling price of a commodity as an object of  
6 transaction;

7 storing periods applied respectively to specific  
8 commodities, and for storing specific parameters concerning  
9 economic return, which are applied to said specific  
10 commodities when said periods include dates related to orders  
11 of said commodities respectively, relating said periods and  
12 said specific parameters to said commodities, respectively;

13 storing a general-purpose parameter concerning  
14 economic return, which is applied to commodities other than  
15 said specific commodities and to said specific commodities  
16 for which said periods do not include dates related to orders  
17 of said specific commodities respectively; and

18 receiving a request for displaying information on  
19 commodities, from said commodity ordering apparatus;  
20 displaying said commodity information on said commodity  
21 ordering apparatus; and displaying information on said  
22 specific commodities, said periods applied to said  
23 commodities, and specific parameters, and information on

24 said general-purpose parameter, onto said commodity ordering  
25 apparatus.

1 8. A program for causing a computer to execute an order  
2 receiving processing, in which an order of commodity  
3 transaction is received from a commodity ordering apparatus  
4 connected through a network, which causes the computer to  
5 execute processes of:

6 storing commodity information that includes at least  
7 a name and a selling price of a commodity as an object of  
8 transaction;

9 storing periods applied respectively to specific  
10 commodities, and for storing specific parameters concerning  
11 economic return, which are applied to said specific  
12 commodities when said periods include dates related to orders  
13 of said commodities respectively, relating said periods and  
14 said specific parameters to said commodities, respectively;

15 storing a general-purpose parameter concerning  
16 economic return, which is applied to commodities other than  
17 said specific commodities and to said specific commodities  
18 for which said periods do not include dates related to orders  
19 of said specific commodities respectively; and

20 displaying information on said specific commodities,  
21 said periods applied to said commodities, and specific  
22 parameters, and information on said general-purpose  
23 parameter, onto said commodity ordering apparatus.

1 9. A computer readable storing medium that stores the

2 program according to Claim 8.

1 10. A point service method, in which points corresponding  
2 to an amount of purchase are given to a customer who has  
3 purchased a commodity in an online shop, wherein:

4 when an order is received, a method of calculating  
5 points to be given is changed according to a date of purchase  
6 of the commodity, referring to a file that includes data  
7 relating the commodity, information required for calculation  
8 of points, and a period in which said information is to be  
9 applied.